

American women the chief dress consideration with the short time in the sometimes cramped approach of spring and summer relates quarters of a country club dressing to outdoor, daytime apparel. And a very large number of this majority are Imagine Queen Elizabeth or any of

very large number of this majority are women who, in point of view of style as well as the amount of money they expend on their clothes, are an important factor in the manifestation of the American mode.

A woman typical of this class whose interest centres chiefly in daytime outdoor clothes is the young married woman who spends the summer months at her own cottage at seaside, lake or mountain resort. It is part of her deliberate scheme of things to simplify the clothes proposition as much as possible. Though she may have servants enough to relieve her of household anxieties and though she may entertain rather extensively, she dresses but twice a day.

A gingham or other simple wash frock or a separate skirt with sport blouse is probably her first choice. In any event, it is something that may be worn outdoors. And when she dresses in a more elaborate outdoor costume for afternoon she has no intention of diressing again for dinner or the evening.

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iressing again for dinner or the eve-

While the sweater has returned with

Late hours are not part of her summer programme, and she and the other young married women she knows are quite content to dine occasionally at each other's cottages, to exchange calls or to dance in smart and becoming afternoon frocks, that prove quite as appropriate for outdoor as for evening wear.

There are so many, many American women who, though they wear evening clothes steadfastly throughout the days of courtship and engagement, rather give up the habit after marriage, finding two or three real evening dresses sufficient for the very formal events of a whole year. It is not necessarily a matter of economy, nor always of indifference. More often it is that they have chosen the life companionship of a man who is too absorbed in business to care to keep up the formality of dressing for dinner.

Outdoor Frocks Most Important.

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More and more the ideal of warm weather occupation is to be outdoors as much as possible, and as we realize that ideal the indoor frock dwindles into insignificance. We devote more time to the planning of the verandas and yar.

Head, from indications at Southern resorts such accessories are not so popular a trimming for sweaters as they were last season. Many of them are showing bright collars and cuffs of some contrasting sort of wool material. A heavy border of cut yarn is used to finish one silk sweater at the wrists of the long tight sleeves and as well as the contrasting sort of wool material. More and more the ideal of warm weather occupation is to be outloors a significance. We devote more time to the planning of the verandas and garden of the verandas and garden of the interiors, and even the women city tries to make a garden spot in the old-time back yard where she can spendier hours of leisure. Hotel managers know that the way to attract for the summer lunch and tea hour is to came.

One would be justified in spending more proportionately in money and thought for spring and summer outdoors on the warm months. However, most women do in fact just the supposite, The light cost of fairs makes are to so many more hours at a day are spending on the work of the summer lunch of the summer lunch of the summer fail of the summer than the supposite, The light cost of fairs makes are to so the summer than the supposite, The light cost of fairs makes are to so the summer than the supposite, The light cost of fairs makes are to summer the summer than the supposite, the summer lunch of the summer than the supposite, The light cost of fairs makes of the summer than the cost of the summer than the summer than the summer than the summer than the cost of the summer than the summer than the cost of the summer than the summer than

BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS. | BROOKLYN ADVERTISEMENTS.

\$3.98 Silk Jersey Petticoats

A new Silk Jersey Petticoat trimmed with black cire ribbon. These Petticoats come in two The colors are taupe. navy, black and American Beauty.

Fulton Street Bond Street

BROOKLYN'- NEW YORK

Taffeta Petticoats Cotton Petticoats in a wide range of colors and styles, including cotton taffeta and heatherbloom. These may be had in regular and extra size. Second Floor

\$1.98 Cotton

Cut Crystal Bead Necklaces

Twenty-nine Inches Long

69c., Sold Heretofore for \$1.29

FEW WEEKS AGO we had some of these Neck'aces, but the quantity was insufficient to supply the demand. For tomorrow we have secured another stock similar in style and fully as wonderful values. All are in the favored topaz shading to amber. Each bead is faceted and radiates light and color. All are perfectly graduated, with large oval bead in center, tapering o smaller sizes. Finished with gold-plated spring ring.

Novelty Jewelry Store, Main Floor.

\$3.98 Umbrellas for \$2.98 For Men and Women

DOLLAR under the regular price for these Umbrellas which are built to give full satisfaction in service. They are covered with a substantial material, made over

The women's Umbrella handles include plain woods, ring effects, and some with colored caps.

The men's Umbrella handles include natural woods, pimento wood and mission woods.
All have silk cases.

Main Floor.

SPRING

Business Hours 9 to 5:30

PRING is just around the corner now. Already we have had a day or two of its balminess—even with the last of the snow still here.

And what a stir it makes in all of us! How it starts the urge for something new; thoughts of the country home, of the golf links and of NEW CLOTHES. Our message today is directed to meet this latter thought.

Loeser's is ready to serve you NOW with new things to wear.

They are the best things, the newest, the most beautiful that Spring will show and good taste choose. This Store is filled with them.

It is a delight to walk along its aisles and see every case and counter blossoming with new wearables as a spring garden may blossom with flowers. It is a delight to realize, too, that these new and lovely things may be pur-

NEW LOW PRICES

No longer does smart dressing make extravagant demands on the purse. Come tomorrow and see for yourself.

Bedcovering Clearances

THE HOUSEWIFE who participates in these good values will find herself well

\$3.25 Bedspreads, \$2 Hemmed crochet Bedspreads, 80x90, \$4.50 Bedspreads, \$3.25

Hemmed crochet Bedspreads, \$3.25 \$5.50 Bedspreads, \$4.25 Hemmed Marseilles Bedspreads, \$4.25 Hemmed Marseilles Bedspreads, \$0x85. \$5.75 to \$11.50 Bedspreads, \$4.50 to \$9.50 Marseilles Bedspreads, scalloped, with cut-out corners;

\$3.25 to \$3.98 Bedspreads, \$2.10 to \$2.75 White crinkle dimity Bedspreads, hemmed. \$3.50 to \$5 Bedspreads, \$2.50 to \$3.25 Colored stripe crinkle dimity Bedspreads, in pink, blue

\$3.50 Comfortables, \$2.69 Filled with white cotton and covered with figured

silkoline. \$6 and \$7.75 Comfortables, \$3.75 to \$4.50 Filled with white cotton and covered with figured silkoline and finished with plain colored borders. \$9.50 Comfortables, \$5.75
Filled with white cotton and covered with figured mull with plain color borders.

\$10.50 Comfortables, \$7.50
Filled with pure wool and covered with plain color sateen, both sides alike, with fancy stitching.

\$16.50 Comfortables, \$12

Filled with pure wool and covered with figured mull, both sides alike.

Sale of Fine Lingerie

Includes Philippine Hand-Made and Hand-Embroidered Garments

OPRING NEEDS are plentifully supplied in this timely sale of fine lingerie. It includes lovely hand-made Underwear from the Philippines, as well as domestic made gar-ments, in fabrics sheer and soft. Every garment so reasonably priced that the most thrifty will be tempted.

1,500 Hand-Made Nightdresses Hand Embroidered \$1.89, \$2.98, \$3.98 : Formerly from \$2 to \$5

A lovely assortment, all hand-made from the Philippines. Some round neck, some square neck, and others in V shape models. At \$1.89 simple embroidered designs, and at \$2.98 and \$3.98 some very elaborate embroidered designs; many of the \$3.98 are in Empire styles with ribbon

Philippine Chemises, \$1.98, \$2.50 and \$2.98 Those at \$1.98 have scallops and ribbon eyelets, in straight and envelope shape. Those at \$2.50 have scallops and deep flare, while at \$2.98 there are embroidery designs and ribbon eyelets.

\$2.50 to \$5 : Reduced from \$3 to \$7 \$50 lingerie garments that are all hand-made of fine batiste; Nightdresses and Chemises and some Petticoats among them, that are daintily trimmed with filet lace, some with Irish picot edge, others embroidered by hand.

Machine-Made Lingerie Nightdresses

Well made Lingerie in varied styles; soft sheer fabrics, and some in extra sizes.

At \$1. Nightdresses of soft cotton in three styles; also one model in extra size.

At \$1.50. Nightdresses and Envelope Chemises of soft cotton and



Untrimmed Hats

With Georgette Facing

at \$3.49

WOMEN, clever in the art of trimming their own Hats, will appreciate this extraordinary sale because it includes the smart and lovely shapes of spring that are already faced with Georgette crepe. The braids are the new silk straws and in the greatest variety of shapes, the new Directoire poke, the mushroom, and off-the-face effects. The assortment offers such charming colors as gray, henna, pheasant, Pekin blue, navy, browns and black.

\$3.95 Navy Serge, \$1.95 N EXCEEDINGLY fortunate find just now when

almost every woman is interested in a spring suit. It is a fine suiting weight Serge in a rich, dark navy blue shade, 54 inches wide \$4.50 Wool Tricotine, \$2.95 | \$2.50 Black Serge, \$1.49

All wool Tricotines, 54 inches wide, in shades of navy blue, brown French Wool Challis, \$1.25 All wool imported Challis on white, navy, black, and red grounds, in various size dots; also checks and small figure effects.

Silk Mixed Poplins, \$1.95 For sport wear in self color ribbon stripes in shades of French blue, navy, jade, peach, tangerine and black; 40 inches wide. All wool black Serge in a fine, light weight weave; 44 inches Wool Black

Tricotine, \$2.95 Black Tricotine and Poiret Twill for suits and dresses; 48 inches wide.

\$2.75 Black Tricotine, \$1.95 All wool black Tricotine for suits or dresses; 48 inches wide.

A Sale of "Mill Ends" of Standard \$1.25 Corduroys, 79c. Yard

166 M ILL ENDS" from one of the foremost we avers of excellent quality wide wale Corduroys in lengths of 2 to 5 yards and suitable for sport skirts, frocks, kimonos or blouses.

All are 32 inches wide and the color range includes navy, brown, black, Belgium, peacock, sport green, burnt orange, steel, pink, Victory red and

Corduroys regularly \$1.25 a yard for 79c.

Women's Tailor-made Suits

Presenting Authentic Spring Styles

\$52.50--\$59.75--\$75

TOUTH AND SPRING find their expression in these smart tailleurs. Fashioned of tricotine, enhanced by rich embroideries and braiding, combining the severity of mannish tailoring be feminine charm of new and novel embroideries, these Suits prove why this is to be the season for the smart tailleur

A Tricotine Suit-\$52.75

With Box Coat (Illustrated)

One of the many fine examples of the designer's art is this Tricotine Suit illustrated with its youthful box coat and Tuxedo collar. Rich embroidery adorns the large pockets and beads make an

effective addition to the motifs. The sleeve is the newest shape sponsored by Paris, with wide cuffs, silk stitched, while the narrow belt ends in a gay tassel of silk.

Other Special Suits, \$27.50, \$50, \$39.75

Plain and trimmed tailored Suits in a great variation of styles, straightline and box coat models, with the new collars and wide bell sleeve effects. Some are braid trimmed.

Tricotine Twills Hair Line Stripes Serge and Tweeds Sizes for women, and misses 14, 16 and 18 years.

Beautiful Pictures : : Half Priced

Annual Loeser Sale of Taber, Prang & Co. Samples and Surplus: Over 1,000 Pictures

ACH YEAR we have this sale—and each year it brings a welcome opportunity to buy Pictures of genuine merit and great beauty for a fraction of the ordinary prices.

This year there are more Pictures than ever before, and even greater values. Over a thousand, all different. There are hand-colored Graveures, Photographs, Artotypes, sepia and carbon Photographs and a tremendous variety of colored Pictures. They are framed in burnished hand-carved moldings, enamel and gold, the very newest styles and the most desirable color com-

Prices Are 39c. to \$25—Half of Current Prices

Subjects are as various as can be imagined-landscapes, figure subjects that reproduce old masters, classic Roman ruins, portraits of noted men, animals, etc.

Many architectural subjects suitable for schools and institutions are in the sale.

Over 400 of the Pictures are less than \$3.50, and a great many are in the range from \$5 to \$10.

Silk Stripe and Printed Voiles 49c. Yard. Values to \$1

O NE WOULD HARDLY BELIEVE that such a small sum would buy so much fabric charm and style. A glimpse at these Voiles tomorrow will bring to mind at once stunning summer frocks.

The silk stripes are in contrasting colors on pink, light blue, maize, white, French blue, green, gray and grounds.

The printed patterns are cheeks, geometrical, floral and other designs on light and dark grounds.



IOVES that will pay dividends in fit, comfort, style and durability. They are correctly fashioned of French glace real kidskins and in the two-clasp style. In white, black, brown, tan and mode with self and contrasting stitched backs. The best offering of high grade and perfect French kid Gloves that has been made in a long time.

\$3.98 Chiffon Costume Satin at \$2.28

All Silk:: 40 Inch Width:: Black and Colors

YARN DYED COSTUME satin of a beautiful, mellow luster, a silk so high in quality that it can be WARRANTED not to rough-up in service. It drapes beautifully. There is plenty of a superb, plume black and a fine color range, including pearl gray, peacock blue. Copenhagen, chestnut brown, African brown, henna, taupe, gray, grouse, reindeer, navy and

\$3.50 Chiffon Taffetas at \$2.28

Superb Quality: Yard Wide: Fine Colors

One of the best if not the very finest chiffon Taffeta made in America is this silk that because of slight mill flaws (not important) we can sell for \$2.28 a yard.

There is a superb color range including navy, brown, Copenhagen, wistaria, jade, peach, coral, lilac, reseda, French blue, Belgian blue, smoke, burgundy, bottle green, pearl gray and black.

A Sale of Blouses at \$3.95 Tricolette Tie-On—Georgette Overblouses

Extraordinary Values at an Extraordinarily Low Price

WITH SUCH BLOUSES to deck the spring attire everyone will want one, for this is unquestionably a season of tailored suits and the Blouse becomes indispensable. These are the newest of the mode! The sale is specially arranged and includes ten of the best models in the popular tie-on and overblouse effects.

Some have rich braiding in colors to match the Georgette outlined with fancy buttonhole

stitch in contrasting colors. Especially attractive is the Blouse with large fancy medallions of silk embroidery, with round A reproduction of the higher priced \$10 model has a handsome design of rat-tail braid embroidery on front and an entire square collar of same, with three-quarter sleeves, daintily frilled. All styles and all the new spring shades, including Neptune, oriole, tea rose, sunset, gray,

flesh and navy. Every wanted color, including flesh, white and navy. All sizes

Fine Imported China—Half Price

Dinner Dishes at half price and less. A fortunate purchase of the stock on hand of a large importer brings

eful buying housekeeper to the Loeser	China Store tomorrow. The details:	thina at prices that surely invite every
Piates c. value at 25c c. value at 29c c. value at 39c	\$1.50 value at 98c \$2.50 value at \$1.50 Cups and Saucers 50c. value at 35c	Cups and Saucers The value at Covered Vegetable Dishes 83 value at
c. value at	Bouillon Cups and Saucers 75c. value at	\$6 value at \$1.50 \$0 value at \$1.98 up to \$10 value at \$2.50